

This exhibit offers a unique approach to public education through the portrayal of images and stories of women behind the statistics. It promotes and encourages women to obtain free, accessible breast and cervical cancer screening services offered by *Cancer Detection Programs: Every Woman Counts*.

To detect breast cancer early women should begin getting yearly breast exams and mammograms starting at age 40.

To find out if you or someone you know qualifies for a free breast exam and mammogram...call the *Cancer Detection Programs: Every Woman Counts* program at:

1-800-511-2300

Monday–Friday

We speak: *English, Spanish, Cantonese, Mandarin, Korean and Vietnamese.*



www.dhs.ca.gov/cancerdetection

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EVERY WOMAN COUNTS

A photodocumentary exhibit of women served by
California's breast and cervical cancer screening program

THE EXHIBIT'S GOAL is to capture women in the setting most comfortable to them—not studio portraits. To capture the essence of the woman in her environment. To portray the uniqueness of women who access *Cancer Detection Programs: Every Woman Counts* and add richness to it. To put a face on the uninsured.

The 62 women represent 7 languages, 11 ethnicities, 19 breast cancer survivors, as far north as Colusa county and as far south as Imperial county. Women were photographed in their home, at their job, in parks, San Francisco's Chinatown, fishing, bowling, walking their dogs, in churches, at health fairs, with family and friends.

Their stories tell their motivations for getting screened, their habits, fears, life's challenges, dreams and desires.

The exhibit, a series of larger than life panels, is designed to travel easily reaching people across California. It depicts the portraits of women behind the statistics, to humanize and embody the impact of cancer detection programs on real people and their families.

"Statistics are merely aggregations of numbers with the tears wiped away." DR. IRVING SELIKOFF



- Breast cancer is the most common cancer among women in California
- It is the leading cause of cancer death in women younger than age 65
- It is not preventable
- It is not curable
- But when found early and treated 96 out of 100 women survive five years and more
- The best chance of finding breast cancer early, before it has spread beyond the breast, is by getting yearly breast exams and mammograms
- California's *Cancer Detection Programs: Every Woman Counts* program has been providing free breast exams and mammograms to women since 1991